

# Town Hall Meeting Preparation Time Line

## Underage Drinking Prevention Workgroup

of the Governor's Prevention  
Advisory Council

### Workgroup Members:

Attorney General's Crime and  
Violence Prevention Center

California Alcoholic Beverage  
Control

California Department of Alcohol  
and Drug Programs

California Department of  
Education

California Friday Night Live  
Partnership

California Highway Patrol

California National Guard –  
Drug Demand Reduction

California State PTA

Center for Applied Research  
Solutions

Napa County Office of Education

### Workgroup Chair:

Jaime Taylor  
California Alcoholic Beverage  
Control



[www.safestate.org](http://www.safestate.org)

### Now

- ☐ Secure a suitable venue for the Town Hall Meeting
  - Consider:
    - Access
    - Comfort
    - Audio / Visual Capacity
    - Room set up options (can you use tables for group work?)
    - Hours of Availability
    - Cost
    - Child care room
- ☐ Set the date and time:
  - Consider:
    - Target audience
    - Conflicting community events
    - Availability of key speakers / attendees
- ☐ Determine the focus and draft an agenda
  - Consider:
    - Recent community events / ordinances or efforts
    - Desired outcomes
- ☐ Invite key speakers and attendees
  - Consider:
    - Who can illustrate key points / problems / solutions?
    - Do young people have meaningful roles and inclusion?
    - Do you have policy makers at the table?
    - Why will the media attend?
- ☐ Send out electronic save the date and post hard copy flyers
  - Consider:
    - Include date, location, topic,
    - why they should attend,  
(what will they learn, change, influence?)
    - Food and child care availability.
    - Don't forget television and newspaper community calendars, school bulletin boards and mailings, agency bulletin boards, etc.

### 4 Weeks

- ☐ Finalize agenda
  - Consider:
    - Including several elements such as video or power point, speakers, a breakouts into smaller groups.
- ☐ Confirm speakers/ presenter
  - Consider:
    - Determine all audio visual needs
- ☐ If serving food, determine what, how much, etc.
- ☐ Secure service providers for child care

### **3 Weeks**

- ☐ Issue press advisory
  - Consider:
    - Attach agenda and plan on reissuing advisory again in two weeks
- ☐ Determine Moderator / Facilitator
- ☐ Determine what displays need to be created, borrowed, etc.
- ☐ Do a venue walk through and map out the set up
  - Consider:
    - A welcome/sign in table
    - Food set-up, if any
    - Display tables, if any

### **2 Weeks**

- ☐ Determine and gather supplies, tools and materials
  - Consider:
    - Event outcomes –
    - What do we want the small groups to do?
    - What will they need?
    - Facilitation tool (attached)
    - Chart paper, markers, etc.
    - If using power point, it should be prepared at this point.
    - Videos identified, secured and previewed (check for time)
    - Will you provide handouts, information, etc?
- ☐ Send a reminder email to all presenters
  - Consider:
    - What time you need them there, the address and any other prep they will need.
- ☐ Confirm service providers, food prep, etc.

### **Week of**

- ☐ Prepare tent cards for panel speakers
  - Consider:
    - Use this as an opportunity to make phone contact with speakers, confirm name spelling, talking points, and quotes. etc.
- ☐ Draft press release.
  - Consider:
    - Using quotes from contact calls above
- ☐ Walk through the agenda
  - Consider:
    - Identifying responsibilities for the day of the event

### **1-2 Days before**

- ☐ Re-issue press advisory and press release
- ☐ Set up as much as possible
  - Consider:
    - Testing / running all equipment prior to event day

### **Week after**

- ☐ Follow up on next steps determined at town hall
- ☐ Send thank you notes and copies of print coverage